WHAT IS CLAIMED IS:

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- An apparatus for activating an ionizable product comprising:
 means for generating a magnetic field; and
- means for applying plasma particles by corona discharge to the ionizable product placed on the means for generating the magnetic field.
- 2. An apparatus as set forth in claim 1 wherein the north pole of the means for generating the magnetic field is directed toward the means for applying plasma particles.
- 3. An apparatus as set forth in claim 1 wherein the means for generating the magnetic field comprises permanent magnets and magnetically permeable plates between which the permanent magnets are inserted.
- 4. An apparatus as set forth in claim 3 wherein the permanent magnets and the magnetically permeable plates are alternately layered.
- 5. An apparatus as set forth in claim 3 wherein the means for generating the magnetic field has a plate on which the ionizable product is placed, and the plate is positioned a predetermined distance apart from an uppermost magnetically permeable plate.
- 6. An apparatus as set forth in claim 4 wherein the means for generating the magnetic field has a plate on which the ionizable product is placed, and the plate is positioned a predetermined distance apart from an uppermost

magnetically permeable plate.

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7. An apparatus as set forth in claim 1 wherein the means for generating the magnetic field is adapted to be freely movable forward and backward relative to the means for applying the plasma particles.